

Italy: Public relations management services

TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET - ITALY – GERMANY – FRANCE

Contract or concession award notice – standard regime

1 Buyer

1.1 Buyer

Official name: Consorzio Tutela Vini d'Abruzzo

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

Activity of the contracting authority: Economic affairs

2 Procedure

2.1 Procedure

Title: TECHNICAL SPECIFICATIONS AND SELECTION PROCEDURE FOR THE IMPLEMENTING BODY FOR THE MULTIPLE PROGRAMME FOR THE INFORMATION AND PROMOTION OF AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET - ITALY – GERMANY – FRANCE

Description: The project, funded under the AGRIP – MULTI – 2025 – IM – ORGANIC topic. Lead Organisation: CONSORZIO TUTELA VINI D'ABRUZZO Partner: ODG DES PREMIERES COTES DE BORDEAUX ET CADILLAC Products being promoted – organic wines: - ABRUZZO DOP - CERASUOLO D'ABRUZZO DOP - COLLINE PESCARESI IGP - COLLINE TEATINE IGP - COLLINE TERAMANE MONTEPULCIANO D'ABRUZZO DOP - CONTROGUERRA DOP - DEL VASTESE OHISTONIUM IGP - MONTELPUCIANO D'ABRUZZO DOP - TERRE ABRUZZESI O TERRE D'ABRUZZO IGP - TERRE DI CHIETI IGP - TREBBIANO D'ABRUZZO DOP - VILLAMAGNA DOP - CADILLAC DOP - CADILLAC COTES DE BORDEAUX DOP - CÔTES DOP - PREMIÈRES CÔTES DE BORDEAUX The IB must present a set of activities and initiatives (informative and promotional) developed around the above-mentioned strategy oriented towards markets and target groups, aimed at achieving the above objectives and consistent with the EU message presented during the project application phase, with the expected duration and financial resources made available. Work packages (WP) and activities that must be included in the proposals, as described in detail in the technical specifications in the following sections: - WP 2 – Public relations; - WP 3 – Website, social media; - WP 4 – Advertising; - WP 5 – Communication tools; - WP 6 – Events. For further details, please refer to the "Technical Specifications", which can be downloaded from the Consorzio Tutala Vini d'Abruzzo website.

Procedure identifier: ee9a7a10-92d9-4cb6-8585-be5cf4e66493

Previous notice: 58788-2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416100 Public relations management services

2.1.2 Place of performance

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Additional information: The headquarters of the lead consortium is located in Ortona (CH). Project activities must be carried out in the target countries: Italy, Germany and France.

2.1.3 Value

Estimated value excluding VAT: 1 457 248 Euro

2.1.4 General information

Legal basis:

Directive 2014/24/EU

5 Lot

5.1 Lot: LOT-0001

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5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 79416000 Public relations services

Additional classification (cpv): 79421100 Project-supervision services other than for construction work

5.1.2 Place of performance

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Additional information: The headquarters of the lead consortium is located in Ortona (CH). Project activities must be carried out in the target countries: Italy, Germany and France.

5.1.3 Estimated duration

Duration: 36 Month

5.1.6 General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: This call for tenders has been drawn up in compliance with the essential regulatory framework and, for the purposes of implementing the Programme and this procedure, includes: -Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures for agricultural products on the internal market and in third countries and repealing Council Regulation (EC) No 3/2008; - Reg. (EU) 2015/1829 – Delegated Regulation, Article 2, paragraphs 1 and 2; - Reg. (EU) 2015/1831 – Implementing

Regulation: Articles 2, 9 and 10(3) and (4), 11 and 18; - European Commission Note DDG1.B5/MJ/DB D(2016)321077 of 7 July 2016 – Guidelines on the tendering procedure; - Decree of the Director-General of the Ministry of Agriculture, Food Sovereignty and Forestry – Department of Food Sovereignty and Horse Racing DG Agebil – No. 0629571 of 21/11/2025 – 'Guidelines for the selection of the implementing body – Call 2025'; - ANAC Type Notice no. 1/2023 where compatible; - European Commission Communication (2006/C) 179/02, paragraph 2.1.2; - Call for proposals for MULTI programmes 2025 – AGRIP - MULTI – 2025 - IM – ORGANIC – EU.

5.1.10 Award criteria

Criterion:

Type: Quality

Description: 1. Quality of the technical offer - overall strategy (Max 10/100 points) 2. Quality of the technical offer – project activities (Max 30/100 points) 3. Quality of the technical proposal – methodological approach (Max 45/100 points)

Criterion:

Type: Price

Description: Financial offer (Max 15 points)

Description of the method to be used if weighting cannot be expressed by criteria: See 'Technical Specifications' downloadable from the website of the lead consortium for the methodology for weighting the award criteria.

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Mediation organisation: COURT OF CHIETI

Review organisation: COURT OF CHIETI

Information about review deadlines: For the resolution of any disputes that may arise in the performance of the service, which cannot be settled quickly by the contracting parties, the competent court shall be that of Chieti in the forms and manner provided for by law.

Organisation providing additional information about the procurement procedure: Consorzio Tutela Vini d'Abruzzo

6 Results

Value of all contracts awarded in this notice: 1 457 248 Euro

6.1 Result lot identifier: LOT-0001

At least one winner was chosen.

6.1.2 Information about winners

Winner:

Official name: BLANCDENOIR SRL

Tender:

Tender identifier: BLANCDENOIR SRL

Identifier of lot or group of lots: LOT-0001

Value of the tender: 1 457 248 Euro

The tender was ranked: yes

Rank in the list of winners: 1

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: CAPITOLATO TECNICO E PROCEDURA DI SELEZIONE DELL'ORGANISMO DI ESECUZIONE DEL PROGRAMMA MULTIPLO DI INFORMAZIONE E PROMOZIONE DEI PRODOTTI AGRICOLI SUL MERCATO INTERNO - ITALIA – GERMANIA – FRANCIA

Date on which the winner was chosen: 27/04/2026

Date of the conclusion of the contract: 28/04/2026

6.1.4 Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders for which it has not been verified if they are admissible or inadmissible

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

Type of received submissions: Tenders verified and inadmissible

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders verified and inadmissible because of an abnormally low price or cost

Number of tenders or requests to participate received: 0

8 Organisations

8.1 ORG-0001

Official name: Consorzio Tutela Vini d'Abruzzo

Registration number: 02676390210

Postal address: Corso Matteotti - Palazzo Corvo

Town: Ortona

Postcode: 66026

Country subdivision (NUTS): Chieti (ITF14)

Country: Italy

Email: segreteria@vinidabruzzo.it

Telephone: +39 085 905 96 79

Internet address: <https://www.vinidabruzzo.it/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1 ORG-0002

Official name: COURT OF CHIETI

Registration number: 000000000000

Postal address: Piazza S. Giustino, 1
Town: Chieti
Postcode: 66100
Country subdivision (NUTS): Chieti (ITF14)
Country: Italy
Email: tribunale.chieti@giustizia.it
Telephone: +39 0871 3531
Internet address: <https://tribunale-chieti.giustizia.it/>
Roles of this organisation:
 Review organisation
 Mediation organisation

8.1 ORG-0003

Official name: BLANCDENOIR SRL
Size of the economic operator: Micro, small, or medium
Registration number: 05014600281
Town: Desenzano del Garda
Postcode: 25015
Country subdivision (NUTS): Brescia (ITC47)
Country: Italy
Internet address: <https://www.blancdenoir.it/home>
Roles of this organisation:
 Tenderer
 Beneficial owner
 Official name: BLANCDENOIR SRL BLANCDENOIR SRL
 Nationality of the owner: Italy
 Country subdivision (NUTS): ITC47
 Country: Italy
 Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 9a5e89b2-0c1c-45f1-8893-b54c93da0e5a - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 28/04/2026 10:05 +00:00
Languages in which this notice is officially available: Italian English